



Request for Qualifications
October 2007

Wing Luke Asian Museum New Facility

This project is open to all professional Graphic Designers / Artists residing in the U.S.

The Wing Luke Asian Museum in Seattle, Washington seeks one (1) professional Graphic Designer / Artist to design the exterior signage for its *How You Keep A Story Going*, a \$24.7 million capital project to rehabilitate the historic East Kong Yick Building, located at 715-725 South King Street, as a regional cultural center that preserves the stories and promotes the voices of Asian Pacific Islander Americans throughout the Pacific Northwest. The Wing Luke Asian Museum is the only pan-Asian Pacific Islander American cultural institution of its kind in the country that offers award-winning exhibitions, educational programming, publications, research and outreach.

The Selected Graphic Designer / Artist will design the exterior signage for the East Kong Yick Building, according to the Museum's Building Exterior Signage Plan completed in October 2007. The Selected Designer will:

- 1) Design exterior signage in coordination with Building Exterior Signage Plan and Interior Signage Design Plan and according to International Special Review District (ISRD) requirements and review process;
- 2) Coordinate production and installation with sign fabricators and Museum staff, as required.

Designer's Fee: TBD

Deadline: Required materials must be received no later than 4:30 P.M. on Friday, November 2, 2007. Applications must be received by the deadline, no postmarks.

Museum Background:

The Wing Luke Asian Museum is a nonprofit community-based cultural institution that engages Asian Pacific Islander Americans (APIA) and the public in exploring issues related to APIA art, culture and history. Museum programs serve multiple generations and diverse racial and ethnic groups.

Project Background:

In partnership with the communities it serves, the Wing Luke Asian Museum has embarked upon an extraordinary journey to transform a building *and* a community. *How You Keep A Story Going* is a \$24.7 million capital campaign to rehabilitate the East Kong Yick Building as its new permanent home in Seattle's Chinatown-International District. For over 40 years the Museum has produced exhibitions, education programs, and public outreach, preparing the organization to successfully achieve its capital campaign goals. Like the Anne Frank House and the Lower Eastside Tenement Museum in New York—institutions with international standing—the new Wing Luke Asian Museum will preserve a significant historic edifice as a dynamic cultural center and continue to redefine museum work through community-based service that embraces the stories of immigrant and refugee populations that have enriched and strengthened the American experience. Through the rehabilitation of the East Kong Yick Building, the Museum will be able to expand its role: as an economic and community resource for a distinctly diverse neighborhood; as one of Seattle's historic and artistic treasures; and as a regional cultural institution of national significance.

As the new Museum, the renovated facility will serve as a vital locus of creative exploration, civic pride and community learning, an authentic stage for introducing students and adults to the challenges and contributions of Asian Pacific Islander Americans everywhere through arts and heritage, and as a social and economic hub for the neighborhood. The capital project will:

- *Enhance the national reputation of the Museum* and the cultural profile of the region by expanding an institution that is a singular model of community-based exhibition design and education.
- *Facilitate expansion of Museum school programming*, the largest pan-Asian Pacific Islander American resource for schools in the nation.
- *Provide visitors, families and researchers access to the artifacts, written records, photographs and exhibits* that chronicle and preserve Asian Pacific Islander American experiences and voices.
- *Offer new and expanded programs* with dedicated spaces for: community meetings and events; family association meeting space; public space for the neighborhood; theater space for performances and presentations; exhibit spaces for pioneer Asian Pacific Islander American artists, community art and emerging Asian Pacific Islander American artists; family-centered learning environments; community-centered research and resource access; dedicated space for leadership development for neighborhood youth.
- *Attract 55,000-60,000 annual visitors*, create 12 new Museum jobs and bolster other employment and economic activities in the Chinatown-International District.
- *Provide retail space for neighborhood business* to generate revenues for Museum operations.

Scope of Work:

The Graphic Designer / Artist will work with identified Museum staff and community stakeholders. The Selected Designer will: 1) design exterior signage in coordination with Building Exterior Signage Plan and Interior Signage Design Plan and according to International Special Review District (ISRD) requirements and review process; and 2) coordinate production and installation with sign fabricators and Museum staff, as required. Upon final Signage Design, the Selected Designer will create layouts and drawings necessary for signage fabrication. The Signage Design will articulate the mission and stories of the new Museum and the communities it serves. Signage Design also will take into account the budget for the project, along with the Building Exterior Signage Plan, Interior Signage Design Plan, International Special Review District (ISRD) requirements and review process, and Museum visitor service requirements.

Specific skills sought include experience working with diverse communities, particularly Asian Pacific Islander American communities. Intimate knowledge of Pacific Northwest Asian Pacific Islander American communities and experience working successfully and resourcefully with limited budgets and community resources is important. The design fee for the Selected Designer will be determined based on the specific scope of work. The Selected Designer will work through the signage installation projected for April 2008.

Identified exterior signage in the new facility may include:

- Museum Main Entry (S King Street)
- Building Corner (S King Street and 8th Avenue S)
- Retail Store (S King Street)
- Storefront Windows (S King Street and 8th Avenue S)
- Museum Secondary Entry (8th Avenue S)
- Wayfinding (8th Avenue S)
- East Kong Yick Building Back (8th Avenue S)
- Canton Alley
- Recommended parameters for Retail Tenant Space (S King Street)

Selection Criteria:

Applicants will be evaluated using the following criteria:

- Quality and strength of past work as demonstrated in the submitted work images
- Ability to communicate effectively and work collaboratively with design professionals, museum staff and community members
- Experience working with diverse communities, particularly Asian Pacific Islander American communities
- Experience working successfully and resourcefully with limited budgets and community resources

Selection Process:

An Exterior Signage selection panel comprising two Museum representatives, one design professional, one retail consultant, and one community stakeholder will review all applications received by the deadline. The panel will select individuals to interview. Finalists will not be expected to develop proposals; but each finalist will be expected to discuss past approaches and working methods with the panel as well as answer questions pertaining to working on this type of project as part of an interview process.

Application Materials:

Designers who wish to be considered must submit the following materials.

- A **letter of interest** (1 page maximum) that should explain how the designer's work is appropriate for this project; what interests the designer about working on the project; and past experience relevant to the project.
- **Work images** with 7 images of previous work on slides or jpegs on a CD; and an **annotated list of images** (including title, dimensions and medium).
- **Current professional resume** (2 pages maximum).
- **Stamped self-addressed envelope** with sufficient postage for return of visual materials. The Wing Luke Asian Museum will make every effort to protect submitted materials; however, the Museum will not be responsible for any loss or damage.

Please do not staple or bind application materials. Please submit written materials on plain white 8½" X 11" paper with ¾" margins. Please use 12-point type. Please put the name of the project (*East Kong Yick Building Exterior Signage Design*) on the outside of your application envelope.

Application Deadline:

Required materials must be received no later than 4:30 P.M. on Friday, November 2, 2007. Applications must be received by the deadline, no postmarks. The panel will not review incomplete or late applications.

Finalist interviews will be held on Tuesday, November 13, 2007, between 6:00 – 8:00 p.m.

Please send applications to:

Wing Luke Asian Museum
East Kong Yick Building Exterior Signage Design
Attention: Cassie Chinn
407 Seventh Avenue South
Seattle, WA 98104-2948

Timeline:

Deadline for applications	Friday, November 2, 2007
Finalists interviewed	Tuesday, November 13, 2007
Selected designer notified	Tuesday, November 27, 2007
Designer's sketch, budget and proposal ready for review	Tuesday, January 15, 2008
Signage completed and ready for installation	Tuesday, April 1, 2008

Questions?

For further information, visit the Museum's website at www.wingluke.org, or contact Cassie Chinn, Deputy Director for Program, at (206) 623-5124 x.131, or cchinn@wingluke.org.